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INFORMATION CALENDAR

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OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

August 7, 1943

No. 18

HOME FRONT PLEDGE CAMPAIGN.....

Typical of the local programs to spark the pledge push is the one which was held at Columbus, Georgia on August 5. The program bill of fare included: local bands, Quiz show on top legal prices with baskets of unrationed foods as prizes, Price Panel to show what the Government is doing to keep prices down, Fashion Show with Powers' models and Jane Russell demonstrating ceiling prices on clothes, a speech on the responsibility of housewives, and the pledging of merchants and consumers.

The follow-up calls for meetings of women's organizations, OCD, men's civic groups, merchants, and labor and farm groups. Media mobilization resulted in special editions, window displays, radio programs and spot announcements.

Pledge booths have been set up and a house-to-house canvass by OCD block leaders will follow.

---Film Strips---

Slide films for showing to consumers, spelling out the home front problems and the need for the home front pledge, are available through your district OPA offices.

---Motion Pix---

Theaters through out the country, some 15-16,000 strong, will start exhibiting OPA's Black Market movie about mid-August. Through the cooperation of the War Activities Committee of the Motion Picture Industry, local exhibitors will participate in the Home Front Pledge Campaign by displaying HFPC posters in lobbies during play dates of the picture. Some houses will prepare pledge booths in the foyers for signing up patrons.

BEWARE THE WASTE IN AUGUST. The greatest waste in foodstuffs occurs during the month of August: The Nutrition and Food Conservation Branch of FDA estimates that we waste during a year approximately 15 percent of the food we take home to eat. This is enough food to feed an army of 15,000,000 men. Our over-all food losses through waste in transporting, distributing and through home spoilage is about 20 to 30 percent of all food harvested and is about equivalent to the military and Lend-lease needs in 1943.

Some of this is unavoidable, much of it can be stopped. The key to conservation is education-- a real challenge to all information people in all government agencies. For background material see FACTS ON FOOD WASTE issued by FDA.

-----ETHER-----

Farm and Home. Monday, August 9, "Fewer Shearling Pelts Needed" and a Victory Gardens feature, "Going--Going--Gone"; Tuesday, August 10, "Invisible Waste of Food" and "Improving Cotton Quality;" Wednesday, August 11, "Storing Sweetpotatoes and Irish Potatoes" and "The August Crop Report;" Thursday, August 12, "Labor for Harvest" and "Uncle Sam's Forest Rangers;" Friday, August 13, N. E. Dodd, Chief, A.A.A., "Achieving Balanced Plenty".

Consumer Time. "COMMUNITY CANNING" is the subject of the FDA broadcast Saturday, August 14, over NBC (12:15 to 12:30 p.m. EWT).

This program will dramatize the problem of the housewife who lacks home canning equipment and is unable to put up Victory Garden foods and local food surpluses. Guest expert Halbert B. Bolin, Chief of Community Food Preservation, FDA, will tell how to use community canning facilities to save food.

ECHOES OF 1917, WITH A DIFFERENCE. A leaflet urging increased wheat production will slide through War Board channels in about a week. It is popular in form, with illustrations, effective pictographs, and a crisp summary of the why, where and how of wheat as of now. "More wheat, but please, boys, no more dust bowls," is the theme. The leaflet is folded and ready to frank.

U. S. CROP CORPS CLOSES IN ON THE OBJECTIVE

The objective is to get the harvest in the barn and on the trucks with a minimum of loss. Getting the job done is going to take 2 billion man hours in the next three months -- a lot more hours than our farmers can put in, no matter how long they work each day. The answer is -- U. S. Crop Corps: town folks, locally recruited and mobilized, to the rescue.

Food Info Series No. 44 of August 2 goes into pretty specific detail about where the big harvest jobs will be in August.

No. 47 of the Food Info Series dated July 31 tells women and girl farm labor recruits how not to damage themselves at their unfamiliar job. This is good safety information, and timely. Pass it along.

Georgia Press Association broke new ground recently by appointing a special committee to work with the State Extension Service in promoting farm labor recruitment. This committee is going to help with a lot of info angles including sponsored ads in weeklies.

Small engines for farmers--Coming up in a few days will be a distribution program--effective at the county level--for handling small engines to be produced during the present manufacturing year. The supply of these engines (internal combustion types, 20 horsepower and under) will be good, and the method for getting them simple. USDA release and memo to War Boards will give information for local press and radio copy.

WITH THE OLIVE BRANCH-----

Secretary Wickard, reporting on the Milwaukee Conference on Post-war Programs, on the Farm and Home Hour, August 4, declared, "Most of us who were farming during and after the first World War distinctly remember some of the difficulties we encountered in the post-war period. After the great thrill of victory we had a spurt of prosperity with wide speculation in farm lands and general inflation Farm debts mounted and thousands lost their farms... Many farm boys who had served in the armed forces were driven off the land.

"....our potential post-war difficulties are much greater than those after the last war, just as this war is much more devastating than the last war.

"....post-war planning is a wartime activity because it cannot be postponed until the day of peace."

See press release AG-564 for local adaptation..use in radio scrips and for distribution through other media.

-----FOR FREE-----

The new bang-up pamphlet.."Wartime Canning of Fruits, Vegetables", issued by The Bureau of Home Nutrition and Home Economics, can be obtained by merely addressing-- Home Canning, Department of Agriculture, Washington 25, D. C.

Requests are now coming in to the Department at the average rate of 10,000 a day, but with the assistance of FDA regional offices and some State Extension Service offices, we can handle even more. Its important that we do everything we can to conserve our food supplies.

Through press, radio and direct mail, all agencies should plug this and canning bulletins available through State Extension Services with special emphasis on NOW!

THIS BOOKLET IS WORTH ITS' WEIGHT IN RATION STAMPS!

New County Committee for F.S.A. -- The Farm Security Administration has inaugurated a new county committee plan, with a single all-purpose committee taking the place of three separate committees and an advisory council.

The new three member committee, all local farmers, will not only certify the eligibility of applicants and the reasonable value of farms in making loans under the Bankhead-Jones Act, but will also determine eligibility for rural rehabilitation loans and need for FSA assistance. Each year the committee will review the progress and status of all rural rehabilitation borrowers whose loans have been outstanding for three or more years. The committee will render assistance to FSA county supervisors and borrowers in carrying out farm debt adjustment and tenure improvement programs and advise on all FSA operations in the county. Appointments, made by the Secretary of Agriculture, are expected to be completed by September 15.

HELPING WITH HIDES. We need good leather for military men and to supply civilians. Farm Credit's pamphlet..."Fighting Men Need Good Leather"...has the story and the hints on the how of better hides.

Breaking Black Markets. OPA has ordered the posting of manifests on all trucks carrying poultry, showing the name and address of the owner and of the consignee. The object is to provide poultry for the men and women in the army camps and to stamp out the poultry black market. See OPA release 2864.

Sell 'em Sooner. The Department and leading ranchers are urging the early sale of range cattle. This will provide urgently needed beef supplies, save range forage and feed for breeding herds and to protect future range production by avoiding damage from too heavy grazing. See AG-663.

Seed Potato News. -- A new seed potato classification -- "War Approved Seed" -- will be announced shortly by WFA. These potatoes must meet minimum requirements determined by state certifying agencies and WFA, but have a higher tolerance of defects than Certified Seed Potatoes.

OPA will establish ceilings at production level and all levels of \$1.50 per 100 lbs. for Certified and 50¢ per 100 lbs. for War Approved Seed, "over U.S. No. 1 table stock ceiling price in state of origin."

Since only $\frac{1}{4}$ enough Certified Seed Potatoes are being produced this year, growers who have any likely potato acreage should be urged to apply to state certifying agencies immediately for inspection for War Approved Seed production.

See coming press release.

Sweetpotato Campaign Kit Mailed. The sweetpotato campaign kit has been mailed to Regional FDA Offices, OWI, Extension Services, USDA War Board Chairmen, Food Editors, Wholesale and Retail Trade Association and other groups. The kit contains ideas, stories and poster and ad suggestions (1) to encourage farmers to cure and store their sweetpotatoes on the farm; (2) to urge marketing in an orderly manner so that normal consumer channels will be able to use them up as they are marketed; (3) to urge increased consumption of sweetpotatoes when the market is well supplied.

WFA will announce within a few days a new schedule of increased support prices to be paid on cured sweetpotatoes marketed after January 1. The new price supports will be sufficiently high to make it profitable for farmers to cure and hold their sweetpotatoes off the market to prevent gluts.

A schedule on harvesting and marketing areas will be mailed soon.

Tomatoes. From mid-August to mid-September, all media should be employed to stimulate use and home canning of tomatoes in areas where surpluses may occur.